

Monthly Update – July 2014

Tanzania Agriculture Productivity Program

OVERVIEW

USAID-TAPP is increasing incomes for smallholder farmers, improving nutrition, and expanding markets through agricultural innovation and commercialization. The program is part of Feed the Future, the US government's global hunger and food security initiative to break the cycle of hunger and poverty in the developing world. Feed the Future is focusing on the Southern Agricultural Growth Corridor (SAGCOT), a region the Tanzanian government has identified as the most conducive for agricultural growth. Working with our partners and the Government of Tanzania, USAID-TAPP is concentrating efforts on selected crops and regions to help transform the country's food security.

TECHNOLOGY MOTIVATES KIDATU FARMERS

This month, the Kidatu vegetable growers group, located in Kilombero district, proudly hosted over 150 neighboring farmers at their demo plot. The group's effort, enthusiasm, and impressive farm motivated other farmers in the area who mainly grow sugarcane.

The Kidatu group's implementation of new technology has brought them success after their first two harvests, with more to still be harvested earning them over Tsh 1.2 million (\$ 750). With a minimum investment of less than Tsh 1 million (\$625) and technical support from USAID-TAPP, the group established an impressive plot of tomato and orange-flesh sweet potato (OFSP).

The presence of the Deputy District Council, Theresia Gwamaka of Kilombero district, motivated most of the surrounding farmers. Gwamaka's speech given at the field day gave the farmers a new perspective on horticulture.

"These demo plots should serve as a guideline to empowering smallholder farmers, especially in Kilombero. I always saw demo plots in Kilosa under new technology and wished the service could be extended to my district. I am so glad that our farmers are benefiting from free education from USAID-TAPP," said Gwamaka.

Over 150 farmers attended the field day which connected the technical aspects of production of tomatoes and sweet potatoes. The Kidatu vegetable growers group showcased their hybrid tomatoes under drip irrigation, and two raised beds of OFSP.

In addition, USAID-TAPP partners A to Z, Yara, and Kibo Trading showcased their products to the farmers. A to Z pledged to establish a demo plot with agriculture netting, and KiboTrading explained the use of hybrid seeds in attaining great results. The farmers left with more knowledge on farming as a business, and with contacts of high quality input providers.

BELLAVIEW STARTS FRESH JUICE PRODUCTS

In the month of July, Bellaview Fresh Fruits Processing Industry launched its fresh mango juice product. The juice is the latest addition to a lineup of items being produced by Bellaview. Previously, the company produced only drinking water.



Photo by Fintrac Inc
Aristaric Lyimo explains the uses of a soil sterilizer to the Deputy District Council, Theresia Gwamaka, and farmers who attended the field day in Kidatu.

With support from USAID-TAPP, the company has been able to purchase and install an up to date laboratory, a blending room, and a generator. The new equipment has been beneficial to the company's production and has added value to fresh fruit in the region.

Bellaview exhibited their new product in the well-known saba saba business exhibitions in Dar es Salaam, causing an increase in the company's product demand. In one month, over 13,000 cartons were produced, with sales totaling more than Tsh 104 million (\$65,000) whereby the company earned Tsh 50 million (\$31,250) in sales of drinking water when they started production.

The company directly employs over 150 people from Rombo, Kilimanjaro region, and has over 50 employees in their marketing department. This has reduced the number of unemployed individuals living around the factory.

Bellaview also supports three nearby schools, giving them access to clean drinking water. This support allows over 300 children and families in the surrounding area to enjoy a critical resource in their villages.

OFSP AWARENESS CREATES DEMAND FOR VINES

Realization of the nutritional importance and low cost of production of OFSP has caused an increase in the demand for clean planting vines.

The nutritional benefits of the potato in daily consumption has increased demand for the vines among farmers and visitors at field days and agricultural exhibitions, as they desire the important nutrients for their families.

In an effort to improve household nutrition, USAID-TAPP has been supportive to families in the planting of OFSP vines in their home gardens and plots. From January to June this year, more than 8,700 smallholder farmers received training in nutrition from USAID-TAPP nutrition specialists.

The benefits and importance of OFSP in improving nutrition has reached a wide range of sectors including schools, public health centers, and community based organizations. This has led to the establishment of reproduction points for the vines which has been successful in regions such as Morogoro, Iringa, Arusha, Kilimanjaro, and other areas where USAID-TAPP has established demo plots.



Photo by Fintrac Inc
Farmers and visitors listen to USAID-TAPP's nutrition specialist Immaculata Chitanda as she explains the importance of OFSP.

Tanzania Agriculture Productivity Program

"Increased food security through enhanced productivity"

USAID-TAPP is a five-year program implemented by Fintrac Inc. to increase smallholder farmer incomes through enhanced productivity, crop diversification, and improved market access. Visit www.tanzania-agric.org for more information on upcoming activities and to receive copies of monthly bulletins and success stories.

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